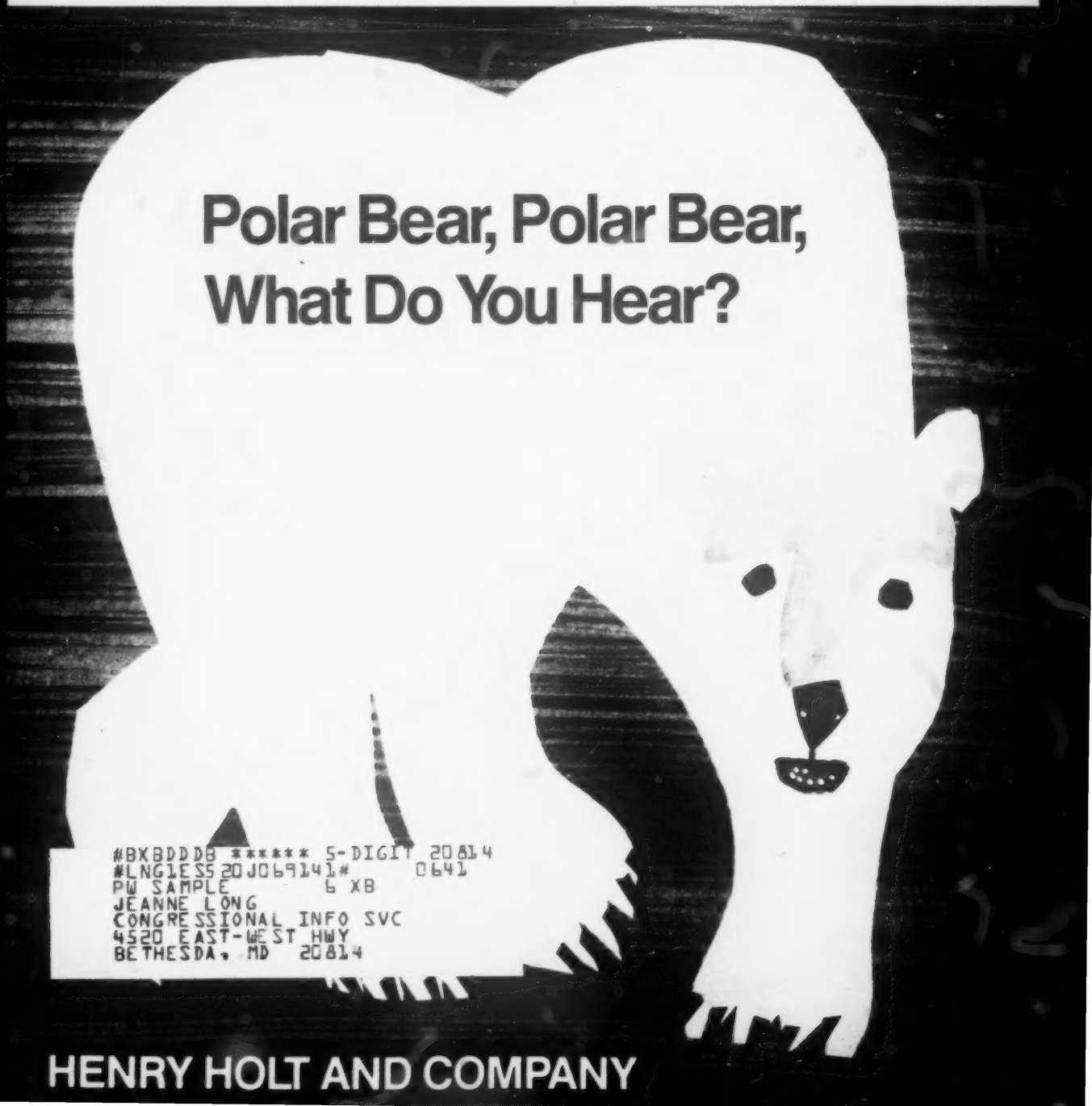
Selling Encyclopedias Store to Store
CBA in Orlando • WordStock's Sales Reporting System
A Lexicographer's Life • Two Children's Books as Fund-raisers

Publishers Weekly®

A CAHNERS/R.R. BOWKER PUBLICATION THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING AUGUST 16, 1991 $2.50



#BXBDDDB ****** 5-DIGIT 20814
#LNGLESS 20J069141# 0641
PW SAMPLE 6 XB
JEANNE LONG
CONGRESSIONAL INFO SVC
4520 EAST-WEST HWY
BETHESDA, MD 20814

Publishers Weekly

VOLUME 238 NUMBER 37
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

AUGUST 16, 1991

VICE-PRESIDENT, GROUP PUBLISHER
Fred Ciporen
ASSOCIATE GROUP PUBLISHER & PUBLISHER
George W. Slowik Jr.
EDITOR-IN-CHIEF
John F. Baker
EXECUTIVE EDITOR
Daisy Maryles
MANAGING EDITOR
Michael Coffey
Robin Lenz, *Associate Managing Editor*
NEWS
Madalynne Reuter, *Editor*
Calvin Reid, *Associate Editor*
TRADE NEWS
Gayle Feldman, *Editor*
Maria Simson, *Associate Editor*
BOOKSELLING
John Mutter, *Editor*
Maureen J. O'Brien, *Associate Editor*
CHILDREN'S BOOKS
Diane Roback, *Editor*
Shannon Maughan, *Associate Editor*
FORECASTS & NONFICTION FORECASTS
Genevieve Stuttaford, *Editor*
Molly McQuade, *Associate Editor & How-to, Interviews*
Nathalie op de Beeck, *Editorial Assistant*
FICTION FORECASTS & INTERVIEWS
Sybil Steinberg, *Editor*
PAPERBACKS FORECASTS
Penny Kaganoff, *Editor*
ART DIRECTOR
Karen E. Jones
ASSISTANT ART DIRECTOR
Manny Vila
RESEARCH LIBRARIAN
Gary Ink
RESEARCH MANAGER
Catherine Hoey
EXECUTIVE ASSISTANT
Isabell L. Taylor
CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato, Dulcy Brainard, Robert A. Carter, Robert Dahlin, Leonore Fleischer, Chris Goodrich, Chandler B. Grannis, William Griffin, Paul Hilts, Margaret Jones, Beth Levine, Paul S. Nathan, Janet Schnol, Bella Stander, Joanne Tangorra, Thomas Weyr, John Zinsser
U.S. CORRESPONDENTS
Howard Fields (Washington)
Lisa See (Los Angeles)
Bob Summer (Southeast)
Connie Goddard (Midwest)
Steve Sherman (New England)
FOREIGN CORRESPONDENTS
Herbert R. Lottman (International)
Vivienne Menkes (London)
Beverley Slopen (Toronto)
Sally Taylor (Far East)
DIRECTOR OF ART DEPARTMENT
Barrie Stern
EDITORIAL PRODUCTION SUPERVISOR
Nancy Brown
SENIOR PRODUCTION EDITOR
Cheryl Brown
PRODUCTION EDITORS
Theodore M. Attles II, Julia Manya
James Reilly, Lori Shor

ASSISTANT TO THE PUBLISHER
Esther Reid *(212) 463-6812*
EDITORIAL INQUIRIES: *(212) 463-6758*

PRODUCTION DIRECTOR
Sharon Goodman
PRODUCTION MANAGER
Marina Paruolo *(212) 463-6567*
ASSISTANT PRODUCTION MANAGER
Nancy Campoli *(212) 463-6558*
For sales offices see Weekly Exchange.

VICE-PRESIDENT CIRCULATION
Joan Roman
CIRCULATION DIRECTOR
Fred Kostbar
CIRCULATION MANAGER
Christine Duffy
SUBSCRIPTION INQUIRIES: *(800) 842-1669*

The Audit Bureau

FEATURES

Selling Encyclopedias Store to Store 11
The bookseller is becoming a more important player in the marketing of a variety of new and comprehensive reference works.
By Carolyn Anthony

A Woman of Many Words 17
From citation slips to sophisticated technology—Leonore Crary Hauck's four decades in dictionary publishing
By Leonore Fleischer

CBA in Orlando 19
Record attendance and strong fall lists made for an upbeat show
By William Griffin

DEPARTMENTS

NEWS OF THE WEEK 8
$1.1 Billion Literacy Spending Bill Becomes Law
AAP Sales Report for June
Wiley Launches Joint Venture With Soviet Academy of Sciences
Warehouse Discounter Abandons Tent Sales
Houghton Mifflin Posts Gains
PSS Reports Narrowed Loss
Addison-Wesley Expands Trade Marketing Department
Justice Department Says *Rust* Decision Could Affect Arts Grants
'Print It!' Campaign Will Celebrate First Amendment

TRADE NEWS 23
Shevardnadze, Havel Books Change Houses

CHILDREN'S BOOK SCENE .. 26
For a Good Cause: Artists and editors give time and talent for books on behalf of organizations for children

BOOKSELLING 30
The First Pitch at SportsBook: Mysterious Otto Penzler opens a sports-only bookstore in Los Angeles
WordStock's TitleView Comes into Focus

PROFESSIONAL PUBLISHING 34
From Copyright to Copycat: Open Season on Data

PW INTERVIEWS 37
Richard Powers

FORECASTS 40
Nonfiction 40
Fiction 44
Paperbacks 51
Children's Books 56

COLUMNS

Highlights 5
Letters 6
Calendar 6
People 10
Rights 31
Paperback Bestsellers 32
Hardcover Bestsellers 34
Talk of the Trade 36
Weekly Exchange 60
Religious Bestsellers 64

Publishers Weekly is a registered trademark of Reed Properties Inc., used under license. *Publishers Weekly* reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in *Publishers Weekly* are subject to all laws and regulations and are void where so prohibited.

EDITOR: MADALYNNE REUTER / ASSOCIATE EDITOR: CALVIN REID

$1.1 Billion Literacy Spending Bill Becomes Law

President Bush has signed into law a major legislative package earmarking up to $1.1 billion over the next four years to fund various new programs aimed at alleviating illiteracy in the United States.

Bush had agreed earlier not to attempt to block the legislation as it moved through Congress with overwhelming support. The bill gained final congressional passage when House and Senate conferees reached agreement on an additional program promoting literacy training in correctional facilities.

The literacy programs outlined in the legislation are to last for four years, with a maximum funding of $1.1 billion over that period. The law is to take effect October 1, the beginning of the next federal fiscal year. In fiscal year 1992, the bill allows up to $60 million for family literacy programs, $25 million for state literacy strategy grants and $2.5 million for local volunteer literacy programs.

Under the provisions of the legislation, which still must receive the actual funding through other legislation, books will be distributed to poor children who have special needs; library programs serving adults most in need will receive funding priority; states will be required to establish prison literacy programs; and literacy programs will be established for commercial drivers.

Other elements of the bill include $197.5 million worth of new literacy initiatives, including establishment of literacy resource centers around the country, assistance for small businesses that want to develop jobsite literacy programs, public television programs aimed at literacy and creation of a National Institute for Literacy to serve as a clearinghouse for literacy information.

—HOWARD FIELDS

AAP Sales Report for June

Category	% change, June*	% change, YTD
Adult hardcover	1.4	9.1
Adult paperback	3.2	4.4
Juvenile hardcover	-3.5	0.1
Juvenile paperback	-8.4	-1.6
Univ. pr. hardcover	5.5	3.9
Univ. pr. paperback	8.7	14.4
Bibles, etc.	0.3	31.2
Mass market paperback	-5.6	6.6
Book club	4.2	8.1
Mail order	0.3	3.0
Sci-tech	-9.3	-3.5
College texts	7.9	-6.0
School texts	8.5	4.6

*Percent changes measured against same time periods, 1990.

Wiley Launches Joint Venture With Soviet Academy of Sciences

John Wiley & Sons announced the establishment of a joint commercial publishing venture with Nauka Publishers, the publishing arm of the Academy of Sciences of the U.S.S.R., to be headquartered in Nauka's Moscow offices.

Under the terms of the agreement the new enterprise, called Wiley Nauka, will publish and distribute internationally English translations of scientific and technical works by Soviet authors and scientific organizations. The new venture will also translate and publish selected Wiley titles in Russian with stipulations that Wiley Nauka will have access to Russian works still in manuscript form in order to facilitate timely translations. Among the initial releases will be English-language versions of two natural science journals, a Russian-English dictionary and several computer books geared to the consumer.

W. Bradford Wiley, chairman of John Wiley, said, "Since my first visit to the Soviet Union in 1962, I've worked toward the time when a free flow of information into and out of the U.S.S.R. could be established with appropriate copyright safeguards."

Professor Stanislav A. Chibiriayev, director of Nauka Publishers, said, "Soviet educators have expressed the need for materials on chemistry and polymer sciences, computer technologies and business management, areas in which Wiley has unusually rich lists."

Out of Line

by Mort Gerberg

"Eloise, this is Garson Knox. Garson is a Book-of-the-Month Club main selection for August."